

# THE SOCIETY PAGES

Bi-Monthly Newsletter for Supporters of The Society of Professional Women



On Thursday, November 19 The Society of Professional Women featured its final speaker of 2020, Dr. Yolanda Flournah-Perkins, an Author, Entrepreneur and Motivational Speaker who changed her life after incarceration.

**“Once you replace negative thoughts with positive ones, you’ll start having positive results.” ~ Willie Nelson**



This year has been one for the history books, and many individuals are ready to put it behind them. But before we go turning the page, it’s important to acknowledge the lessons we’ve learned and how to forge a better path moving forward. Through some of the most challenging and unprecedented times, The Main Line Chamber of Commerce has doubled down on its mission to help members and strengthen our region. Even with the constant change and disruption, it is important for us to continue doing the necessary work in our community and recognize when we are able to achieve positive outcomes.

There is no doubt that this year has proposed many challenges for individuals and organizations alike. It is how we rise to meet those challenges that can make or break us. The perspective we choose can produce the outcome that we focus upon.

During the completion of the Women Helping Women Mentoring program, many individuals expressed appreciation for the resiliency of the individuals in the group when sharing their experience. That will be one of the top words in 2020, along with pivot. It was also expressed that sharing this journey with others helped to provide affirmations of solidarity. Helping others when we can is an essential key to the recovery of our region. For a decade, The Society of Professional Women (SPW) has played a vocal role as an advocate for gender equity that is rooted in empowerment and professional development that applies to people. A fair workplace also seeks to remove barriers relating to race and sexual orientation, as women, men and society benefit from decisions made on the basis of talent, aptitude and merit.

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## Connect With Us



## Director MESSAGE

continued from cover

SPW is looking forward to another year full of dynamic programming. We plan to continue to host our events virtually until it is safe to be in person again, beginning with our first Trademark Event on Wednesday, January 13th, with bestselling Novelist Jennifer Weiner.

Please reach out to me personally at [nstephenson@mlcc.org](mailto:nstephenson@mlcc.org), if you are interested in learning more about individual events or full annual sponsorship levels and opportunities.

We appreciate your continued support to advance our mission to accelerate the advancement and expand the influence of women leaders of all professions and generations, strengthen our business community and support the region's non-profit organizations for over a decade. There is still much more work to do, and we look forward to doing it together.

Best Wishes for a Happy and Healthy Holiday Season,

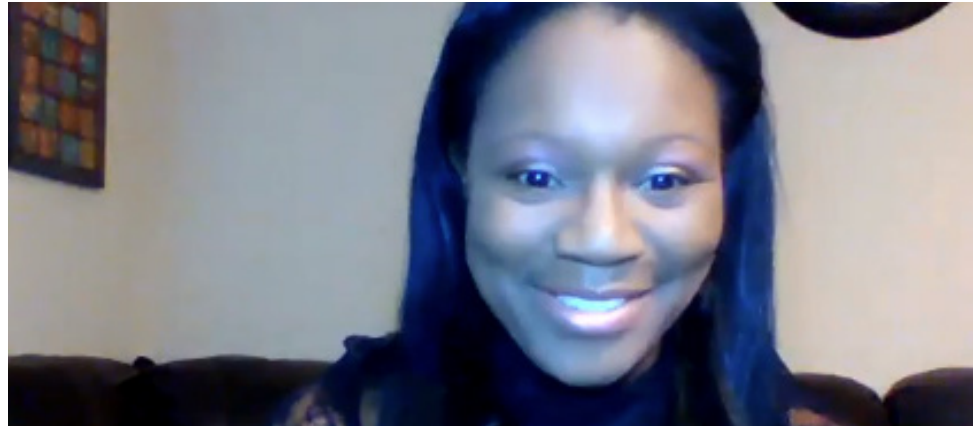
Nicole Stephenson  
Director, Society of Professional Women (SPW)  
The Main Line Chamber of Commerce  
[nstephenson@mlcc.org](mailto:nstephenson@mlcc.org)

## Featured EVENT

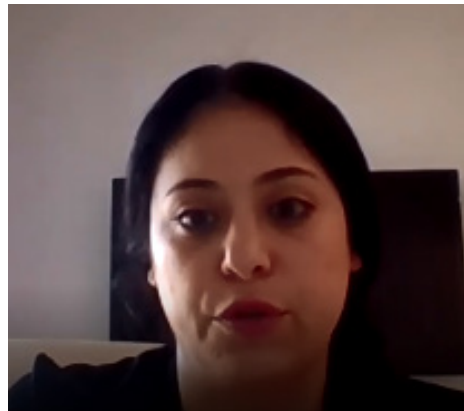
### Trademark

#### The Importance of Second Chances: Opportunities to Learn and Grow

Thursday, November 19, 2020



Author, Entrepreneur and Motivational Speaker Dr. Yolanda Flournah-Perkins explained how one mistake, no matter how big it is, doesn't have to dictate your entire life. She gave invaluable advice on how to build yourself back up.



Comcast Business Field Sales Director Bari Leven introduced Dr. Flournah-Perkins.



KYW Newsradio 1060 Morning Anchor Carol MacKenzie conducted the interview with Dr. Flournah-Perkins.

### Featured Nonprofit: Public Citizens for Children + Youth



[View this event recording](#)

## Recent EVENT

### Lunch & Share

#### Reinventing "What's Next" A Midlife Professional Woman's Toolbox

Thursday, October 15, 2020



An Intentional Life Principal Autumn Nessler provided enlightening information on how to make transitions in life with confidence.

### Featured Nonprofit: Help Hope Live



[View this event recording](#)

The Main Line Chamber of Commerce and the Society of Professional Women honored Dr. Joy Gates Black, President of Delaware County Community College with the Gold Leaf Women in Leadership Award on December 16.

Congratulations again to Dr. Black, and thank you for your service to our community.



## Recruiting for Women Helping Women Class of 2021

Have you been wanting more from your career? Do you feel stuck? Are you interested in a promotion? Are you struggling to fit into your current role? Would you like to communicate better with your peers? Do you know how to manage up? Do you have confidence in presenting or public speaking? Do you know what your strengths are?

You can tackle these challenges as a mentee in our SPW Women Helping Women Peer Mentoring Group in 2021. The group selects the topics, we find the experts!

If you are looking for more information, please reach out to Nicole Stephenson at [nstephenson@mlcc.org](mailto:nstephenson@mlcc.org) to learn more about if this program would be the right fit for you. And, please share this.





## CSL Behring's Global Role in Battling COVID-19

10 Dec 2020

Here is how CSL Behring is working around the world with academia, industry and governments to combat the novel coronavirus COVID-19.

- CSL Behring is part the CoVlg-19 Plasma Alliance, an unprecedented industry partnership to develop a potential plasma-derived therapy for treating COVID-19. The CoVlg-19 Plasma Alliance is developing an investigational anti-coronavirus hyperimmune intravenous immunoglobulin (H-Ig) medicine for treating hospitalized adults at risk for serious complications of COVID-19 disease. The Inpatient Treatment with Anti-Coronavirus Immunoglobulin (ITAC) Phase 3 clinical trial sponsored by the National Institute of Allergy and Infectious Diseases (NIAID), part of the National Institutes of Health (NIH) is under way with the first patients enrolled in early October. If successful, the Alliance's H-Ig may become one of the earliest treatment options for hospitalized COVID-19 patients.
- The CoVlg-19 Plasma Alliance, which includes CSL Behring, has joined the "The Fight Is In Us" campaign - a coalition of world-leading medical and research institutions, blood centers, life science companies, technology companies, philanthropic organizations, and COVID-19 survivor groups has come together to support the rapid development of potential new therapies for patients with COVID-19. The coalition is seeking to mobilize tens of thousands of people in the United States who have recovered from COVID-19 to donate their blood plasma, which contains vital antibodies that have fought off the disease and could now help others do the same.
- CSL Behring Australia is developing an anti-SARS-CoV-2 plasma product for the Australian market with the potential to treat people with serious complications of COVID-19, particularly those whose illness is progressing towards the need for ventilation. The investigational product, to be known as COVID-19 Immunoglobulin, is under development at the company's advanced manufacturing facility located in Broadmeadows, Victoria.
- CSL and AstraZeneca have agreed for CSL to manufacture approximately 50 million doses of the Oxford University vaccine candidate AZD1222, for supply to Australia with first doses scheduled for release early 2021, following successful clinical trials. The vaccine will be manufactured at CSL facilities in Australia.

[Click here to read the full article.](#)

### CSL Behring

Silver Sponsor  
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BIO TECHNOLOGY



## UnitedHealthcare Introduces Enhancements for Wearable Device Well-being Program, Including Access to Apple Fitness+ at No Additional Cost

UnitedHealthcare has introduced enhancements to one of its national well-being programs, providing certain members access for at least six months – at no additional cost – to Apple Fitness+ for studio-style workout classes, powered by Apple Watch. Apple Fitness+ brings studio-style workouts to iPhone, iPad, and Apple TV, intelligently incorporating workout metrics from Apple Watch for a personalized and immersive experience users can complete wherever and whenever it is convenient for them.

UnitedHealthcare Motion, a wearable device well-being program available for purchase to employers across the country with self-funded and fully insured health plans, introduced several enhancements to eligible participants, which begin Jan. 1, including:

- UnitedHealthcare Motion enrollees with Apple Watch will have access to Apple Fitness+ for at least six months at no additional cost, giving eligible program participants across the country access to inclusive and welcoming studio-style workouts powered by Apple Watch, including high-intensity interval training (HIIT), strength, yoga, dance, core, cycling, treadmill (for running and walking), rowing and mindful cooldown. Eligible UnitedHealthcare Motion enrollees will receive an email after Jan. 1 with instructions on how to redeem this offer. Following the extended trial, UnitedHealthcare Motion enrollees may be able to apply program incentives to cover the Apple Fitness+ monthly subscription cost (\$9.99). UnitedHealthcare Motion members are also able to apply program earnings toward the purchase price of Apple Watch, enabling participants to own – with a zero balance – the Apple Watch after approximately six months of meeting daily activity goals.
- Ability to earn financial rewards for physical activities besides walking\*\* and a new Participation target, offering additional ways to help enable UnitedHealthcare Motion enrollees to earn incentives for daily movement. Through a compatible wearable device, UnitedHealthcare Motion members will be able to devote at least 30 minutes to one of various alternative activities to meet the program's daily Intensity target, including cycling, elliptical and swimming.

[Click here to read the full article.](#)

### United Healthcare

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HEALTHCARE



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**A NOVEL IDEA: LIFTING FEMALE VOICES**

Wednesday, January 13, 2021

Jennifer Weiner, Novelist, Feminist, and NYT Opinion Writer

A #1 New York Times bestselling author, Jennifer Weiner's books have spent over five years on the New York Times bestseller list with over 11 million copies in print in 36 countries. A 2014 New Yorker profile called Jen an "unlikely feminist enforcer" and celebrated her "lively public discussion about the reception and consumption of fiction written by women." Jen uses her social media platform to encourage women's voices, self-esteem and body positivity. She is the author of the novel; In Her Shoes (2002), which was turned into a major motion picture, starring Cameron Diaz, Toni Collette and Shirley MacLaine. Jen resides in our very own backyard of Philadelphia with her family.

12pm - 1:30pm | Held Virtually on Zoom Video Conferencing | Featured Nonprofit: To Be Announced



**HALF EMPTY TO HALF FULL: ACHIEVE A POSITIVE MINDSET TO CREATE GROWTH AND SUCCESS**

Thursday, February 18, 2021

Jaclyn DiGregorio, Author and Speaker

Best-selling author Jaclyn DiGregorio encourages audience members to shift their perspective from seeing problems to seeing opportunities. Attendees will learn about how positive mindset directly correlates with the growth and success that they experience in their personal and professional lives. Jaclyn is an in-demand speaker with experience on more than 100 stages across the U.S. and has been featured by Forbes, Good Morning Washington and Thrive Global.

12pm - 1:30pm | Held Virtually on Zoom Video Conferencing | Featured Nonprofit: To Be Announced



**BRAVE LEADERSHIP: HOW BUILDING CULTURES OF BELONGING AND COMPASSION WILL CHANGE THE WORLD**

Wednesday, March 10, 2021

Jen Croneberger, Chief Inspiration Officer, Founder of JLYNNE Consulting Group and HUMAN Leadership Institute

This session focuses on cultivating BRAVE leaders who from a place of compassion and empathy and who recognize that loneliness is one of the greatest epidemics we face as a society today. Before the age of social distancing and self-isolation, psychologists were already studying how to combat this problem in and out of the workplace. NOW, this is an even more prevalent issue. When we remember we are dealing with human beings who naturally crave connection, we can better drive engagement, happiness and a positive work environment. Happiness and belonging are the answers to the loneliness epidemic. New research shows how to help reconnect us and bridge the gaps we face in the workplace and beyond.

12pm - 1:30pm | Held Virtually on Zoom Video Conferencing | Featured Nonprofit: To Be Announced

We understand that businesses are at varying levels of financial stability and if the fee is a barrier to your access, please register at our minimum ticket price of \$25. If you have any questions, please contact Director Nicole Stephenson at [nstephenson@mlcc.org](mailto:nstephenson@mlcc.org).



**THE TRUST EDGE™ : HOW TOP LEADERS AND ORGANIZATIONS DRIVE BUSINESS RESULTS THROUGH TRUST**

Thursday, April 22, 2021

David Horgsager, CEO and Best-Selling Author

Trust is a fundamental, bottom line issue. Without it, leaders lose teams, salespeople lose sales, and organizations lose reputation, retention of good people, relationships and revenue. But with trust, individuals and organizations enjoy greater creativity, productivity, freedom and results. Through David's industry leading research, The Trust Outlook™ and firsthand experience working with the world's highest performing organizations, David reveals how top leaders and organizations drive business results to become the most trusted in their industry.

12pm - 1:30pm | Held Virtually on Zoom Video Conferencing | Featured Nonprofit: To Be Announced



**READY, SET BLAZE! REIGNITING YOUR PASSION DURING TIMES OF UNCERTAINTY**

Thursday, May 20, 2021

Mazda T. Miles, Entrepreneur, Podcast Host and Motivational Speaker

Blasting back after (or during) times of uncertainty is easier said than done. Most of us are looked to for confidence, comfort and strength. What do you do when you are yourself seeking those same things? What do you do when your fire wanes and you're not quite sure if it's just smoldering or completely out? Here's a hint: a lighter and some accelerant can turn even the tiniest spark into a FLAME. As an award-winning entrepreneur, self-described "professional fire starter" and motivational speaker (best known for her Weekday Morning Pep Talks on social media), Mazda incites thousands of women daily to not only survive, but THRIVE by awakening and igniting the best version of themselves.

12pm - 1:30pm | Held Virtually on Zoom Video Conferencing | Featured Nonprofit: To Be Announced



**THE POWER OF NO: WHY SAYING YES IS KEEPING YOU FROM BEING MORE SUCCESSFUL**

Thursday, June 10, 2021

Sherry Stewart-Deutschmann, Author, Speaker and Serial Entrepreneur

Sherry Stewart Deutschmann's first venture was LetterLogic, Inc., a company she founded in her basement and grew to \$40 million before selling it in 2016. Featured in The New York Times, Forbes Magazine, Business Leaders, Inc. Magazine, Fast Company, and more for her unconventional work culture and success, Sherry was also honored by President Barack Obama as a White House Champion of Change in 2016. In 2019, she founded BrainTrust, a company dedicated to helping women entrepreneurs grow their business to \$1 million in annual revenue and beyond. Sherry has been connecting with live audiences big and small for years, sharing the valuable lessons she learned building her extremely successful business.

12pm - 1:30pm | Held Virtually on Zoom Video Conferencing | Featured Nonprofit: To Be Announced



**INCLUSIVITY IN ACTION: HOW TO BECOME A CHAMPION FOR EQUITY IN THE WORKPLACE**

Wednesday, September 22, 2021

Brandi Baldwin, PhD, CEO, Millennial Ventures Holdings

Dr. Brandi Baldwin, author of the book, Authentic Ally: A Guilt-Free Guide to Becoming an Ally for Racial Equity", and founder of the Calling All Allies Project; will share insights on how professionals can elevate their impact by adopting an "allyship" mindset and a cultural competency approach to their leadership style. Attendees will walk away with a deeper understanding around cultural and generational differences and how to show up as inclusivity champions in the workplace.

12pm - 1:30pm | Held Virtually on Zoom Video Conferencing | Featured Nonprofit: To Be Announced



## Sponsors on the MOVE

### Saint Joseph's University

#### Saint Joseph's University Launches Cannabis Certificates to Meet Growing Need for Educated Professionals in High-Demand Careers

Saint Joseph's University continues to expand its academic offerings for students interested in future-focused and entrepreneurial careers in expanding industries. The University announced the addition of four non-credit cannabis certificates that take a deep dive into business, law and policy, healthcare, and agriculture and horticulture.

[Link to full article here](#)



## COMCAST BUSINESS

### Comcast Business

#### Comcast RISE Awards Over 700 Black-Owned, Small Businesses with Marketing and Technology Resources and Makeovers

Comcast Corporation (NASDAQ: CMCSA) announced the first round of Comcast RISE award recipients—over 700 businesses will receive consulting, media and creative production services from Effectv, the advertising sales division of Comcast Cable, or technology upgrades from Comcast Business, based on the specific needs.

[Link to full article here](#)

## STRADLEY RONON

### Stradley Ronan Stevens and Young

#### Anastasia Sheffler-Wood Announced as Winner of The M&A Advisor's 11th Annual Emerging Leaders Award

Stradley Ronon is proud to announce that Partner Anastasia Sheffler-Wood was named a winner of The M&A Advisor's 11th Annual Emerging Leaders Award. This nationwide recognition celebrates the accomplishments of dealmakers, attorneys, investment bankers and other professionals in the M&A, finance, and turnaround industry whose significant level of success while still under the age of 40 establishes them as the industry's emerging leaders.

[Link to full article here](#)

## Fun FACTS

### 19 facts about the 19th Amendment on its 100th anniversary

[theconversation.com](http://theconversation.com)

- Many early suffragists were also abolitionists. They include Lucretia Mott, Elizabeth Cady Stanton, Susan B. Anthony, Lucy Stone, Sojourner Truth, Frederick Douglass and Harriet Tubman.
- The first women's rights convention took place in Seneca Falls, New York, on July 19-20, 1848. Of the 11 resolutions demanding equality – in the workplace, family and education, for example – only women's right to vote drew opposition before it was approved. Although abolitionists had called for women's voting rights before 1848, suffragists later viewed the convention as launching the U.S. women's suffrage movement.
- In 1869 the movement split over disagreements about the 15th Amendment, which granted voting rights to African American men but not women.
- Suffrage was a mass movement with diverse voices. They included the National Association of Colored Women, the Woman's Christian Temperance Union, farmers' organizations and the Women's Trade Union League. Most of these organizations became active in suffrage after the creation of NAWSA.
- Women's suffrage depended on male supporters, among them state legislators and members of Congress. Only men could vote in state referenda to extend the vote to women. Men did so in Colorado, New York and Oklahoma. Meanwhile, thousands of women opposed suffrage. They thought it would undermine women's influence in the home and family.

[Learn more](#)

# 2020 SPW SPONSORS

Become part of SPW's influential network as a participant, business sponsor or speaker. For more information visit [www.spwmainline.com](http://www.spwmainline.com) or call 484-253-1118.

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## Event Sponsors

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